

COUNTY OF YORK

MEMORANDUM

Date: July 13, 2000

To: York County Board of Supervisors

From: Daniel M. Stuck, County Administrator *DMS*

Subject: New Quarter Park Status Report

This is to provide you with a status report on the New Quarter Park Demonstration Project, which opened the Park for general public use from May 27 through September 4. The park is open from 7:30 a.m. to 7:30 p.m., seven days a week, weather permitting.

The Board authorized a contract with James-York Security, LLC, for oversight of the Park. This contract provides two security guards for 13 hours each day. The guards arrive at 7:00 a.m. collect data and supervise visitors. They are on duty until 8:00 p.m., check the Park, and secure the facility at closing. This costs \$13.00 per hour per guard for \$2,366 each week of the three-month demonstration.

The budget for this demonstration project does not include funds for the purchase of equipment or for programming. Staff has made efforts to solicit programming from various organizations but there are no commitments to date.

County staff widely publicized the opening of the Park for this trial period. Press releases were sent to all print and electronic media. Channel 36 ran announcements and also highlighted the demonstration in interviews and on County Courier. An article appeared in Citizens News, which is mailed to every York County address.

Park utilization information is collected daily and has been tabulated from opening through July 9. A summary is shown below. It must be emphasized, however, that this is roughly the mid-point in the project, and therefore the data covers an extremely short interval. It is far too early to engage in any meaningful analysis of the data. There are some general trends in the period to date. It appears that use is higher on weekends, and Sunday is the day of highest visitation. Visitation is fairly evenly divided between day and evenings. Time spent in the Park is rather short. The preponderance of visitors have driven into the Park; this includes residents of Queenslake. County residents account for 58.8% of the Park visitors so far. Non-residents have come from other states, some from as far away as Alaska, as well as other local jurisdictions. Comments collected have generally been compliments about the natural beauty of the Park and requests for additional parking and amenities such as playgrounds.

Usage Data

	York County	Non-County	Total
Weekend/Holiday	953	804	1,757
Weekday	890	488	1,378
Total	1,843	1,292	3,135

Method of Transportation

	York County	Non-County	Total
Walking	486	19	505
Bicycling	221	22	243
Driving	1,136	1,251	2,387
Total	1,843	1,292	3,135

Length of Stay

Average Length of Stay on Weekends per Visitor:	34 Minutes
Average Length of Stay on Weekdays per Visitor:	25 Minutes
Average Length of Stay per Walking Visitor:	17 Minutes
Average Length of Stay per Bicycling Visitor:	22 Minutes
Average Length of Stay per Driving Visitor:	33 Minutes

Actions Taken

Several actions were taken to either correct conditions at the Park or for study purposes. These include the following:

- The Virginia Department of Transportation (VDOT) has repaired potholes in the entrance road to the Park, but this is only a temporary solution. The County is making arrangements with a contractor to make more extensive repairs that are necessary to eliminate the reoccurrence of this problem.
- The metal hinge on the floating pier needed to be completely redone in order to provide a safer situation for visitors. The hinge is still being worked on by a private contractor and has not been sent back to the County for reinstallation. Consequently, the pier is not available for public use at this time.
- A few picnic tables were moved from under the picnic pavilion to shaded and wooded spots in the immediate area in order to provide smaller groups of visitors a more private setting in which to eat.
- VDOT was asked to review the placement of signage and to do a speed study on Lakeshead Road.

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Please feel free to call Anne Smith, Community Services Director (ex.4111), or Cheryl Sonderman, Parks and Recreation Manager (ex. 3510), if you have questions on this information.

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